
Temecula Popcorn Company

Est. 2020

By Brett Lindenberg

about us

Our mission is to provide the highest quality, small-batch popcorn with creative flavors. We continually think of ways to create consistent, memorable, and fun customer interactions.

Our mission also includes being a good member of the community by donating to and helping fundraising efforts of deserving local organizations or people.

menu

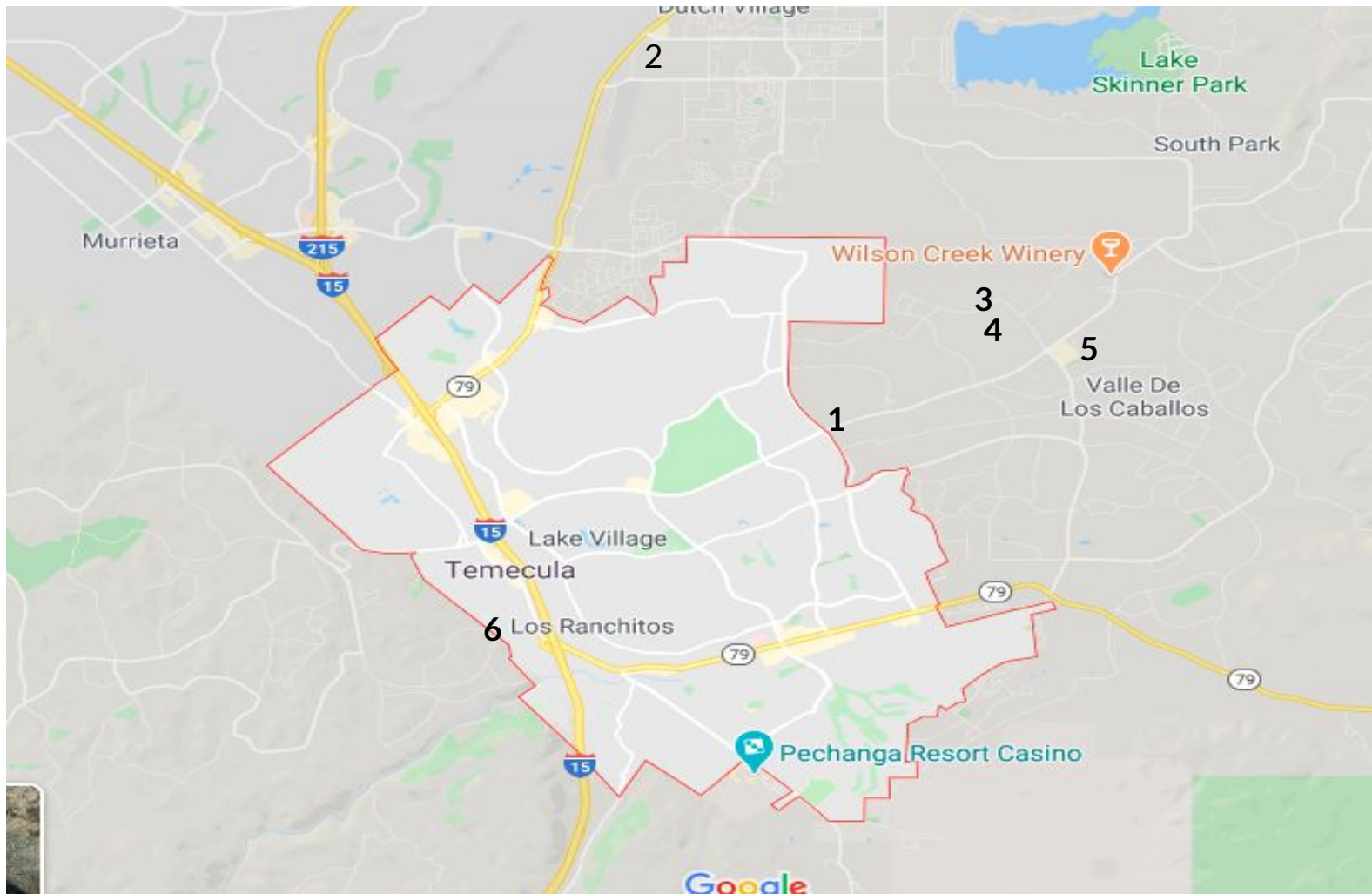
This is our rotating menu of small batch popcorn flavors. Each popcorn comes in a large size clear plastic bag. Tentative retail prices are listed below.

- Traditional Kettle Corn - \$6
- Parmesan Rosemary - \$6
- Garlic Herb - \$6
- Everything Bagel - \$6
- Salt & Vinegar - \$6
- Citrus Popcorn - \$6
- Pumpkin Spice - \$6 (Fall Only)

operations schedule

We will operate exclusively on weekends, unless we are booked for appealing private events.

See the next slide for our vending location map.



2

Lake Skinner Park

South Park

Murrieta



Wilson Creek Winery



3
4

5
Valle De Los Caballos

1



Lake Village
Temecula

6 Los Ranchitos



Pechanga Resort Casino

Google

vending locations

- 1.) **Roadside Fruit / Veggie Stand** - Vending location open Saturday and Sunday 9 a.m. - 5 p.m. at the entrance to Temecula Wine Country.
- 2.) [Winchester Swapmeet](#) - Nearby swap meet running 9 a.m. - 5 p.m. Saturday and Sunday.
- 3.) [Longshadow Ranch Winery](#) - Music and food trucks every Friday and Saturday evening during the summer / fall.
- 4.) [Pelzter Family Cellars](#) - Regular food truck friendly events (Ex: pumpkin patch).
- 5.) [Wiens Family Cellars](#) - Food truck every Saturday and Sunday.
- 6.) [Old Town Temecula Farmer's Market](#) - Held every Saturday 8:30 a.m. - 12:30 p.m.

competitive analysis

[Pop'n Mama Kettle Corn](#) - Kettle corn tent that has been around since the 1990s in the area. Serves traditional kettle corn only from a tent. Sells large bags from \$7 - \$10 depending on event.

[Sweet Country Kettle Corn](#) - Popcorn in a tent that vends at a variety of local markets. This business offers a variety of popcorn flavors.

[Kettle Masters](#) - Traditional kettle corn from a tent. No special brand differentiator.

There are numerous other smaller popcorn vendors that offer traditional kettle corn from a tent.

What's different?

- Updated twist on this timeless product. Positioning ourselves as gourmet, artisan, small-batch popcorn. All competitors position themselves kettle corn vendors.
- More focused on visual branding that reflects the region. The concession trailer will feature imagery of hot-air balloons, which matches the brand of the area.
- Social media marketing imagery will be significantly better with improved product photography. We hope this will help us secure gigs more easily.
- Broader range of flavor options. Not just kettle corn.
- Vending from concession trailer vs tent. More recognizable. Get the experience of watching popcorn being made.
- Find ways to joint venture with local brands (Temecula Olive Oil Company on Citrus Popcorn)

estimated startup costs

- Concession trailer and wrap - \$20,000
- [Kettle, sifting bin, equipment](#) - \$5,449
- Initial Inventory - \$1,000
- Permits - \$1,000
- Insurance - \$600 six months
- Parking - \$150 per month

Ball Park: \$27,199 to open business

target daily sales goal

100 sales X \$5.00 = \$500 gross sales

longterm vision

- Build connections for fundraising opportunities with local organizations.
- Online or retail sales.
- Expand to a second unit